

COL. J. E. BELL DIES

Officer of D. C. N. G. Yields to Intestinal Trouble.

WIDELY KNOWN AS MARKSMAN

Since Competing at Camp Perry Last Summer He Suffered from Malady, and Finally Succumbed. Gave Forty-eight Years of Faithful Service to Post-Office.

After three months illness, Lieut. Col. James E. Bell, one of the veterans of the Washington postal service, and a marksman of national note, died at his home, 3032 Dent place northwest, at 8:30 o'clock last evening. Intestinal trouble, which had been steadily developing since he competed in rifle practice at Camp Perry last summer, made such inroads on his vitality that he was no longer able to resist the malady, Lieut. Col. D. C. N. G., and he passed away quietly.



James E. Bell, Lieut. Col. D. C. N. G.

Born in Fredericksburg, Va., sixty-five years ago, Col. Bell came to the capital at thirteen years of age and had been residing here since. He entered the postal service as a letter carrier in November, 1882, and worked his way steadily forward. He was at one time superintendent of the city delivery, and at the time of his death was in charge of Station A, in Georgetown. He gave forty-eight years of faithful service to the city post office, and was regarded as one of the most efficient and most trusted employees in the city.

Gave Brilliant Service. His career in the District National Guard began at an early age, and in 1888 he was appointed inspector of rifle practice. In this capacity he gave such brilliant service that he was made captain six years later and was also promoted to the post of inspector of rifle practice for the entire second regiment.

In 1897 he was made a major and inspector general, and was retired last year as a lieutenant colonel, having reached the age limit.

His trophies as a marksman were numerous and evidenced his splendid attainments with the rifle. He was a member of every winning team the National Guard sent to Camp Perry, and to the last remained a crack shot. He was inspector of small arms practice at the Congress Heights rifle range and was regarded as an authority in this field.

Lieut. Col. Bell was a past master Mason of Dawson Lodge, No. 15, a Royal Arch Mason, and a member of Washington Commandery, No. 1, Knights Templar. He was a member of Trinity Episcopal Church, and for more than thirty years acted as a vestryman of that parish.

OBITUARY.

M. Bellecour. Berne, Nov. 29.—Bellecour, the military painter, is dead.

W. J. O'Connor. New Orleans, Nov. 29.—W. J. O'Connor, inspector of police at New Orleans, died here to-day, aged sixty-one. He was a native of Savannah, Ga., and had been on the police force for forty years, first in Philadelphia, and for the last thirty-two years in New Orleans. He was the head of a large detective and police agency here when appointed inspector two years ago.

William Nichols Coler. New York, Nov. 29.—William Nichols Coler, Jr., formerly head of the banking firm of W. N. Coler & Co., at 43 Cedar street, died at noon at his home in Summit, N. J. His death followed an operation performed ten days ago. Mr. Coler had been in poor health for ten years. His brother is ex-comptroller Bird S. Coler. Mr. Coler was a student in the University of Illinois. He was born in Urbana, Ill., in 1858.

Matthew Henry Buckham. Burlington, Vt., Nov. 29.—Matthew Henry Buckham, president of the University of Vermont since 1871, died at his home here to-day of bronchial trouble, aged seventy-eight. In point of service President Buckham was the dean among the college presidents of New England, and was one of the oldest educators in the United States.

He was born in Hinckley, Leicester-shire, England, and was graduated from the University of Vermont with the degree of bachelor of arts in the class of 1881. He received the honorary degree of his class, although at that time he was only nineteen years old. After teaching in various schools for several years he was made professor of Greek at the University of Vermont. This chair he held until he was elected to the presidency in 1871.

Zhyzsko Beats Olsen. Williamsport, Pa., Nov. 29.—Zhyzsko, the champion of Europe, to-night won a finish match from Charlie Olsen, of Indianapolis. The Pole won the first fall in twenty-eight minutes. Zhyzsko left for New York after the contest to continue training for his bout with Jenkins on Friday night.

Dr. Tiffany Buys Estate. Newport, R. I., Nov. 29.—According to an announcement made to-day, Dr. and Mrs. Lyman Tiffany, of Washington, who have been summer residents of this city for a number of years, have purchased a large summer estate in the town of Jamestown, near here, and they will use this for their summer home in the future.

In proportion to its population, Italy has more thaners than any other country.

CLUBMAN IS ARRESTED.

Harvie C. Miller Accused of Violating Revenue Laws.

Savannah, Ga., Nov. 29.—Harvie C. Miller, millionaire clubman, head of the Southern Steamship Company, president of S. F. Miller & Sons, grain merchants of Philadelphia, and interested in grain elevators in different parts of the country, to-day fell victim of efforts now being made in Savannah by the Federal authorities to convict alleged violators of the United States internal revenue laws. Miller was released on \$10,000 bond. It is understood that Miller caused his own arrest prematurely by forcing himself into the investigation, the officers deciding on this step as one which would probably obviate the necessity for extradition proceedings if he were allowed to depart for Philadelphia.

THINKING OF DEATH, DIES.

Physicians Can Find No Other Explanation.

Pittsburg, Nov. 29.—"This is the end. I have eaten my last meal, and I'll soon be dead man," shouted Samuel Sanders. Five minutes later he rushed about his house like a maniac, and it required three men to drag him to the police station. He died at midnight, and physicians, who can find no cause for his death, think his premonition of death caused his heart to stop. Sanders was thirty-one years old. A few months ago he quit work as a locomotive engineer. He seemed to feel the approach of death, and his apprehension of impending ill gradually took entire possession of him.

SPANISH CABINET CHANGES.

New Appointments Will Follow Voting of the Budget.

Paris, Nov. 29.—The Temps says there will be important changes in the Spanish cabinet after the new budget is voted upon. When these changes take place new liberal ministers will be appointed, the followers of M. Moret having preference.

There is some talk of Gen. Luque becoming minister of war and of M. Gasset being made minister of public works.

FACES CHARGE AT ATLANTA.

Wiley Godfrey Caught Here After Folling Police for Year.

After foiling the Atlanta authorities for a year, Wiley Godfrey, thirty-one years old, a cook at the Capital Hotel, was arrested yesterday by Detectives O'Day and Evans. Godfrey is charged with assault at a basketball game in Atlanta in August, 1909. For some time the Washington detectives have been watching Godfrey. A detailed description had been furnished. They got into communication with the Atlanta police, who wired back that Godfrey was undoubtedly the man they have been looking for.

Godfrey's wife and children reside in the Georgia city. He will be taken back to-day.

HIS LINIMENT EXPLODES.

Turns Out to Be Gasoline and Sets Fire to House.

Pittsburg, Nov. 29.—James Falsgriver, aged forty-seven years, sat before an open grate fire rubbing a rheumatic ankle with what he supposed was turpentine. It proved to be gasoline, and when it exploded it hurled Falsgriver from his rocking chair and set fire to the house, besides seriously burning the rheumatic patient.

Firemen extinguished the blaze as Falsgriver was taken to a hospital.

Progressives Gain Control.

Youngstown, Ohio, Nov. 29.—Progressives controlled the annual banquet of the Garfield Club, Republicans of the old Nineteenth Ohio district, once represented in Congress by James R. Garfield. For years the club has been controlled by Senator Charles Dick and his successor in the Nineteenth district seat, Aubrey Thomas.

Folk Rides on a Freight.

Corey, Pa., Nov. 29.—Former Gov. J. W. Folk, the graft fighter of Missouri, had a taste of barnstorming last night when he will long remember. He was billed to open a lecture course here and missed his train. He took passage in a caboose and arrived by freight about 10 o'clock. A large audience greeted him after a patient wait.

Americans Attacked by Apaches.

Cherbourg, Nov. 29.—A number of Apaches made an attack on several American visitors to-day. Two policemen who went to the rescue of the Americans were severely injured.

Cavalleri as Carmen.

Paris, Nov. 29.—Lina Cavalieri has been engaged to play the role of Carmen at the Opera Comique, in the spring.

Mlle. Polaire an Aviator.

Paris, Nov. 29.—Mlle. Polaire, famed for her wasplike waist, has entered the ranks of the aviators.

TELEGRAPH BRIEFS.

Port Chalmers, New Zealand, Nov. 29.—The British Antarctic expedition, under the command of Capt. Scott, sailed southward from here to-day.

La Crosse, Wis., Nov. 29.—The Methodist Episcopal home missionary convention for Southern Minnesota and Western Wisconsin began a two-day session here to-day with an attendance of several hundred delegates and visitors.

Paris, Nov. 29.—French cotton spinners have begun to fight against the Western States Railway for negotiating to convey bales of cotton from Havre to the spinning centers. A huge quantity of cotton is not being sent to the west coast of the United States.

San Francisco, Cal., Nov. 29.—Commissioner of Immigration Keefe left to-day for Honolulu to investigate the charges made by Samuel Gompers that the Hawaiian sugar planters have been luring Russian peasants to the islands under false promises.

Rome, Nov. 29.—The Pope to-day presided at a sitting of the congregation of rites, which discussed the beatification of the venerable Mary of the incarnation, the founder of the Ursuline Monastery at Quebec, whose heroic virtues the congregation approved.

Paris, Nov. 29.—The report of the mission, of which Com. Mangin is the head, states that the scheme for recruiting an army of negro soldiers in the French possessions in Western Africa promises to be completely successful, and that in Senegal and French Nigeria the republic possesses an immense reserve of first-class fighting material.

NEWS OF ALEXANDRIA

Millard P. Vincent Succumbs to Long Illness.

HELD MANY CITY OFFICES

Well-Known Resident Served as Deputy Collector of Port in Cleveland Administration — Oil Store Starts Blaze in North St. Asaph Street Home—Mrs. Herbert Buried.

F. Clinton Knight, 65 King street, Alexandria, Va., is authorized agent and carrier for The Washington Herald. The Herald will be delivered daily and Sunday to any address in Alexandria for 40 cents a month.

WASHINGTON HERALD BUREAU.

Alexandria, Va., Nov. 29.—Millard P. Vincent, a well-known resident, died this afternoon at Alexandria Hospital, where he had been in ill health for some time.

He was fifty-four years old, unmarried, and son of the late William P. Vincent. He is survived by a sister, Mrs. S. R. Dishman, of Spokane, Wash.

The body was taken to Wheatley's undertaking establishment and prepared for burial. The funeral will take place at 3 o'clock Thursday afternoon. Services will be under auspices of Alexandria-Washington Lodge of Masons.

Mr. Vincent was clerk of the board of aldermen in 1889, in 1894 and 1895 was deputy collector of port under Thomas W. Robinson during Cleveland's administration.

An oil stove was responsible for a slight blaze at 7:30 o'clock this evening at the residence of Mrs. Lucy Haynes, 310 North St. Asaph street. The fire consumed the floors of a bedroom on the second floor, together with a quantity of clothing.

Funeral services for Mrs. Ida M. Herbert were held this afternoon. Rev. John Cavanaugh, pastor of Free Methodist Church, officiated. Burial was in Bethel Cemetery.

Bishop Pierce, of New York, began a series of services this evening at the Free Methodist Church, which will be concluded Sunday evening.

The body of Mrs. Mary E. Vermillion, who died in Washington Sunday last, was brought here to-day and buried in Methodist Protestant Cemetery.

The State corporation commission has granted an amendment to the charter of Frank Hume, Incorporated, changing the location of the principal office from Alexandria to St. Elmo, Va.

The Ladies Aid Society of the Lutheran Church will give an oyster supper at Lee Camp Hall from 5 until 10 o'clock to-morrow evening.

Members of Alexandria Lodge of Elks will leave here at 7:30 o'clock to-morrow evening for Washington to attend the fall festival of Washington Lodge of Elks.

In the Corporation Court this morning Gilbert J. Cox, H. C. Kirk, and A. H. Thomson qualified as school trustees.

ALEXANDRIA QUINT VICTOR.

Memorial A. C. Basketball Team Beaten in Last Game.

Alexandria, Va., Nov. 29.—In a fast and exciting game of basketball last night the Y. M. S. L. Reserves downed the fast five representing the Memorial A. C., of Washington. The Alexandria boys were outwitted by a small margin, but that did not stop them from winning by a score of 31 to 12. The Y. M. S. L. Reserves would like to arrange games with all teams averaging from 125 to 131 pounds. Address: Norris P. Roland, 422 South Fairfax street, Alexandria, Va. Line-up and summary:

Y. M. S. L. Positions. M. A. C. Hyden, right forward. M. Murphy, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward. M. Schramm, right forward.

Again Probing Oil Rates. Toledo, Ohio, Nov. 29.—The investigation into the charges of discriminatory rates by the Big Four Railway system in favor of the Standard Oil Company was resumed here to-day by Special Examiner Vassault, of the Interstate Commerce Commission.

DISCARDS ELIOT'S LIBRARY.

Railroad Substitutes Dictionary for Shakespeare and Bible. The Burlington Railroad Company is installing in its library cars complete new libraries. O. L. Dickson, who has the matter in charge, said recently:

"We have been making an exhaustive investigation of the question of libraries most suitable to the traveling public. About a year ago we installed the books bearing the titles selected by Dr. Eliot (or his five-foot shelf, and, after having kept a careful record for several months of the extent these books were called for, we determined the library was not particularly adapted to the desires of the reading public, as the books are made up of what is commonly known as 'hard' reading."

"The books comprising the so-called five-foot shelf will be donated to a few public libraries along our line, where they will not be found very useful. We have made a careful poll of what the reading public demands in the way of books, and among others have selected the following: 'Majorie Daw and Other People,' Balzac, 'Short Stories,' 'Obliter Dicta,' first and second series; 'Love in Old Clothes and Other Stories,' 'The Pilot,' 'Gallagher and Other Stories,' 'Robinson Crusoe,' two volumes; 'Love Affairs of a Billionaire,' 'The Vicar of Wakefield,' 'Railway Transportation,' O. Henry's 'Options,' 'Captains Courageous,' 'Railroad Freight Rates,' 'Federal Regulation of Railroad Rates,' 'Ivanhoe,' 'Treasure Island,' 'The Four Gospels,' 'Cost, Capitalization, and Estimated Value of American Railways,' 'Railway Statistics of the United States, 1904-1909,' ten volumes of stories by American authors, ten by English authors, ten by foreign authors, 'The World Almanac,' Webster's 'Collegiate Dictionary' and principal current magazines."

Natural Gas. From the Baltimore Evening Sun. Baltimore wants natural gas and wants it badly. Whenever it can get it without mortgaging the future, without mixing up other questions with the gas question, without binding itself to something assuredly disadvantageous, it will be ready to do it. It is ready to grant not only fair but also favorable terms to the corporation that will bring natural gas here.

That is the situation, and with an enlightened and progressive administration of the local gas company there ought to be no difficulty in opening negotiations.

A YEAR'S PROGRESS IN MILK REFORM

A year ago we announced that we had completed our model plant and were prepared to furnish Pure Milk to the people of Washington.

Our business has grown by leaps and bounds, until to-day we not only have the largest retail milk business in Washington, but we believe that we number among our customers more physicians, bacteriologists, scientists, and other really discriminating purchasers than all other dairies in Washington put together.

If interested in milk reform, you will be interested in the following account of how and why we have been able to accomplish this:

At the outset we built a really modern milk plant. We spent over \$100,000.00 to get ready to serve pure milk. We adopted the methods of high-class dairies in other large cities—but not practiced here—of treating and bottling our milk in the country WHILE IT IS PERFECTLY FRESH, shipping it to Washington under ice, in refrigerator cars, and delivering it to our customers direct from the cars.

We earnestly sought and secured the investigation, criticism, and suggestions of the experts in the Health Office and the Agricultural Department, as well as those of physicians, bacteriologists, scientists, and others acquainted with the requirement of a pure milk supply. We have benefited greatly by their suggestions.

We secured the services of Dr. B. M. Bolton, formerly bacteriologist in the Agricultural Department, to have sanitary supervision of all operations of our company. We also secured the services of Mr. J. M. Houston and Mr. Frank Erway, both ex-members of the faculty of the Pennsylvania Agricultural College and recognized milk experts, as general and plant managers, respectively.

The enormously rapid growth of our business made perfect service impossible until we secured the services of Mr. W. A. Wallace, of Philadelphia, a milk delivery expert, but he has now brought this branch of the business up to the very highest efficiency.

Our milk all comes from inspected and approved sanitary dairies. It is all carefully inspected and filtered when received at our plant. It is subjected to bacteriological examination at every stage of our process, and when ready for delivery, so that we are in a position to ABSOLUTELY GUARANTEE the purity of our product and its freedom from disease germs.

Our pasteurized milk is heated for thirty minutes at 140 degrees F., the temperature throughout the process being automatically registered on a recording thermometer, and these records of proper pasteurization are preserved in our Washington office and are open to public inspection.

Milk bottles are dangerous and frequent carriers of disease. Our bottles are washed and sterilized for thirty minutes in our \$4,000.00 bottle washer, which turns them out as clean as when first molded. Our milk is bottled by machinery, the caps—previously sterilized—being mechanically inserted. The capped bottles are conveyed to the refrigerator car by a gravity conveyor. No human hand touches the milk or a milk receptacle until delivered at your door.

In addition to properly pasteurized, we supply WHITE CROSS Concentrated Milk, which is concentrated—not condensed—so that it will keep perfectly fresh for three times as long as other milk. Three parts of water are added before using, yielding milk of delicious freshness and absolute purity. This milk is used by thousands of delighted customers and is the milk we most highly recommend.

THE STRAUS LABORATORY

We are strongly in favor of this splendid institution being continued, either by the District authorities or by popular subscription.

DR. E. C. SCHROEDER, OF THE AGRICULTURAL DEPARTMENT, STATED IN HIS ADDRESS LAST FRIDAY NIGHT THAT MORE THAN 7 PER CENT OF ALL WHO SUFFER FROM TUBERCULOSIS ARE INFECTED THROUGH BOVINE SOURCES.

In his address Dr. Schroeder strongly recommended pasteurized milk, stating that in his opinion it is even safer than either certified or tuberculin-tested milk.

The Straus Laboratory has unquestionably not only directly saved many children's lives, but by teaching the danger of using untreated milk it has doubtless saved the lives of hundreds of others.

If pasteurization is so vitally essential in the case of milk for poor infants and invalids, well-to-do milk users surely cannot afford to run the risk attending the use of ordinary untreated milk.

We are now able to supply a few hundred additional customers and will be glad to receive your order.

White Cross Concentrated Milk . . . 10c
Properly Pasteurized Milk . . . 9c
White Cross Buttermilk . . . 9c

WHITE CROSS MILK COMPANY

Ninth and N Streets N. W. 'Phones N. 1112-1113.

WHEN JEWELS WERE EATEN.

Powdered Precious Stones Once Taken as Medicine.

Stones of healing, as they used to be called, may not have been quite such fakes as skeptical moderns think. At least a writer in the *Lady's Pictorial* inclines to believe that there have been some foundation for the faith once placed in them. He points out that "every gem is the focus of a light ray, and it is noteworthy that the traditional attributes of jewels are quite along the line of later scientific ideas. The amethyst and the sapphire, prisms of the soothing violet and blue ray, have ever been considered calming in their influence, while the ruby, the bloodstone, &c., have always been said to exercise the rousing, stimulating effect of the red ray."

"Gems are highly electric. The chrysalite acts on the magnetic needle and this presupposes the radiation of living force from jewels, so strongly insisted upon in ancient and medieval writings. Precious stones applied externally or internally formed an accepted part of the medical pharmacopoeia in ancient and medieval times."

An ancient and costly jewel compound was "the five precious fragments," consisting of powdered rubies, topazes, emeralds, sapphires, and hyacinths. A famous French confection of 1712 was composed of jacinth, coral, sapphire, topaz, pearl, and emerald mixed with gold and silver leaf, and "herbs of power."

"This confection," says Pomet, the French King's apothecary, "is much used in Florence and Languedoc, where you meet few persons not having a pot thereof." It was supposed to be an excellent recipe for many physical ailments.

Precious stones were prepared medicinally by (1) powdering (i. e., by grinding); (2) calcination (by fire or corrosion); (3) purification; (4) liquefaction; (5) distillation or volatilization (i. e., dissolved in spirits of wine and distilled); (6) strupulation (solution mixed with citron, berries, sugar, and water).

Powder of emeralds, in doses of 30 to 40 grains, was considered an astringent. It stanchied blood and strengthened the eyes. Powdered topaz and rosewater prevented bleeding and was good for digestion; it was sold by apothecaries as an antidote to madness, and taken in time of acute asthma and induced sleep.

Powder of thirty to forty grains "to strengthen the vitals and restore lost strength," and also prevent infection. Sapphires are highly electric; there was powder of sapphire and oil of sapphire; some "prepare a sapphire . . . with cordial water; others dissolve the fine dust of a sapphire in pure vinegar and juice of lemons, and give the solution with some other cordial." Powder of sapphire healed boils and sores, and was also good for the eyes. Pearls were given in consumption, cured quartan, ague, strengthened the nerves. "Salt of pearl"

FAMOUS EXPERT TELLS

How Fat May Be Removed Rapidly by a Simple Home Remedy Without Causing Wrinkles, Disturbing the Diet or Necessity for Exercise.

"Fat is nothing but unused energy," says a prominent physician, and the man or woman who is burdened with it can easily get rid of it if they wish. All they need is a ounce of Marmola, 4 grains of Fluid Extract Quercus Aromatic, and 3/4 ounce of Peppermint Water; all of which they can get at any good drug store for a few cents. Then let them take one teaspoonful after meals and at bedtime until they are down to the weight they want to be.

This simple home receipt is far and away better than any or all the patent or secret medicines, for it reduces the fat safely and harmlessly. The ingredients are in fact beneficial to the system, having both tonic and purifying qualities, and so help rather than distress the stomach. The remedy does not cause wrinkles, for it reduces one gradually and naturally, preserving a good outline, and, best of all, needs neither physical exercise to help it do the work, nor does it reduce any large in diet—one can get results and still take things easy, eating merrily just what, when, and how he or she pleases. Be sure and get the Marmola in a sealed package, so that you get Marmola and not a substitute.

ALASKA'S LARGE FIGURES.

Labor Receives High Wage and Produce Draws Big Price.

Alaskan soil is spread with a thick mat of moss. This must be burned off before the Northern agriculturists, who sell their oats and potatoes to the miners at stunning prices, can plant their seed and bustle through their crop ere the short summer is over. It is absolutely essential to burn this moss. If it is plowed under elements of the moss inimical to agricultural plants spoil the crop. The Alaskan farmers have invented a shallow plow with which they loosen up the moss and prepare it for the match.

Farming is expensive in Alaska, with hired hands getting \$5 to \$7 a day. But, on the other hand, hay sells for \$20 to \$30 per ton and strawberries at \$1.25 to \$2 a quart. J. P. Rickett, who has a greenhouse at Fairbanks, Alaska, sells tomatoes at 50 cents to \$1 a pound and cucumbers at \$2 to \$5 a dozen.

It is hard to generalize about what will grow in Alaska, because the country is so large and because the climate is so diversified—with almost continuous rain, mild winters and fairly cool summers along stretches of the south coast, and short, hot summers with moderate rainfall and severe winters in the interior valleys. The frozen tundras of the north are out of the question for agriculture. At Kadiak on the south coast, the minimum temperature was 3 degrees last winter.

To find and develop things which will thrive in Alaska the Department of Agriculture has three agriculture stations, at Sitka, Rampart, and Fairbanks, and a dairy farm at Kadiak on the south coast.

One impediment to agriculture in Alaska is the big black ravens. C. C. George, the government special agent in charge, complains in his annual report that the birds have "an insatiable desire to destroy anything they believe useful to man." They tore up his strawberry plants, and he calls them a "veritable curse."

Among the plants which thrive in Alaska are currants, gooseberries, raspberries, salmonberries, radishes, lettuce, and a strawberry hybridized with a native variety at Sitka; certain early maturing varieties of winter and spring wheat and rye, spring barley, spring oats, and other hardy grains at Fairbanks. Barleys imported from Pamir in Central Asia and from Yakutsk, Siberia, matured at Rampart in 87 and 88 days, respectively.

Variations of Love.

From Lippincott's. Into a telegraph office in an Eastern town there recently came a much-agitated young woman. She wrote upon one telegraph blank, tore it in halves, wrote a second, which she treated in the same manner, and at last a third. This she handed to the operator, requesting, in a trembling voice, that he "hurry it up."

The operator obeyed instructions, and when the young woman had gone he read the two messages that she had torn in halves.

The first was: "All is over. I never wish to see you again."

The second read: "Do not write or try to see me at present."

And the third ran: "Can you take the next train? Please answer."

ADVERTISING TALKS.

WRITTEN BY WILLIAM C. FREEMAN.

It was my privilege early this month to sit in the office of MR. JOHN WANAMAKER and to listen to a TALK ON ADVERTISING AND STOREKEEPING that should be read by every business man in the United States.

I wish I could repeat it here literally, but I cannot. If what Mr. Wanamaker said could be put on a Victor record, it would be an inspiring sermon to young men just starting their business careers.

I hadn't seen Mr. Wanamaker for a long time. He looks as young to me as he did twenty years ago. He impressed me as having as much spirit and fire as a man of forty. Yet he is seventy-three years old, and works hard every day. No man that I know works harder.

He said about his advertising: "It is not as good to-day as we want it to be, but it is BETTER than it was yesterday, and to-morrow it will be better than it is to-day, and next week we hope it will be better than it has been this week."

Then he went on to say something like this:

"WE ARE NOT EVER SATISFIED. There is so much to do. There is so much that WE MUST IMPROVE upon. This great business is just beginning. We have many ideals yet to carry out."

"We are endeavoring to make this a SERVICE STORE. Just merely buying and selling merchandise and making money is not the whole purpose of this store. I hope it is more than a mere market place."

"Why, the mere making of money is an insignificant

feature of this business, although we must make money or we could not carry on our great work. The more important thing to us is to give our people—those who come to us to fill their needs—THE KIND OF MERCHANDISE THAT WILL SATISFY THEM—give them service—GIVE THEM THEIR MONEY'S WORTH.

"OUR ADVERTISING IS OUR STORE NEWS. We try to make it interesting. It costs us a lot of money for illustrations—for our editorial staff—FOR INVESTIGATION, because WE WILL NOT KNOWINGLY PUT OUT to the people A MISSTATEMENT."

"NEWSPAPER ADVERTISING IS THE BEST. No other kind approaches it. IT IS A NEVER-ENDING INFLUENCE. IT BRINGS THE PEOPLE AND US IN CLOSE TOUCH."

The above is about the gist of what Mr. Wanamaker said, only I am not able to use the FORCEFUL EXPRESSIONS he knows so well how to use.

But it is enough to convey the lesson, which is—

Be not content with what you do.

Try to do better. Always build to be greater to-morrow than to-day. Be of service to the public. Don't make money the only goal. Reach out to give your people reliable merchandise. MAKE GOOD.

Advertise TRUTHFULLY, LIBERALLY, AND ENTER- TAININGLY—ADVERTISE IN NEWSPAPERS. MAKE GOOD YOUR PRINTED WORDS.

(TO BE CONTINUED.)

When Colds First Come

That's the time to strike them, when they first come. Strike them hard. Master them completely. No delay, no trifling, no foolishness. Hit your cold hard right from the start. This is the way: a hot footbath, some hot drink, and Ayer's Cherry Pectoral. The cough goes, the inflamed throat membranes are healed. Show these statements to your doctor. Ask him if every word we say here is not true. Then follow his advice. He knows.

J. C. AYER COMPANY, Lowell, Mass.

Robust health is a great safeguard against attacks of throat and lung troubles, but constipation will destroy the best of health. Ask your doctor about Ayer's Pills.

WHEN YOUR FOOD DOES NOT DIGEST well and you feel "blue" and tired and discouraged, you should use

SIMMONS RED Z LIVER REGULATOR

(THE POWDER FORM.)

It opens the bowels, sweetens the stomach and strengthens the digestive organs. A dose taken at bed time restores a fine feeling of health and energy.

SOLD BY DEALERS. PRICE, LARGE PACKAGE, \$1.00.

Ask for the genuine with the Red Z on the label. If you cannot get it remit to us, we will send it by mail postpaid. Simmons Liver Regulator is put up also in liquid form for those who prefer it. Price, \$1.00 per bottle. Look for the Red Z label.

J. H. ZEILIN & CO., PROPS., ST. LOUIS, MO.